



LEVERAGING GOOGLE ADS TO BOOST SEO PERFORMANCE

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INTRODUCTION TO GOOGLE ADS

Google Ads is an online advertising platform developed by Google where advertisers bid to display brief ads, product listings, service offerings, and video content to web users.

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MISCONCEPTION ALERT

- “Google Ads do not directly affect SEO rankings” – TRUE.
- But they can indirectly support SEO efforts through:
- Increased visibility
- Audience insights

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BENEFITS OF GOOGLE ADS FOR

SEO

- Drive immediate traffic while SEO builds over time
- Test keywords for SEO strategy
- Improve CTR, dwell time, and engagement metrics
- Discover high-converting pages for SEO prioritization



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KEYWORD STRATEGY

- Use Google Ads data to:
 - Find high-performing search terms
 - Identify low-competition, high-intent keywords
 - Optimize meta tags, headlines, and content

- Tools: Search Terms Report, Keyword Planner

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LANDING PAGE OPTIMIZATION

- Use ad performance to test SEO content
- Improve user experience (UX)
- Lower bounce rates & increase time on site
- Optimize for mobile responsiveness and speed

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GEO & AUDIENCE TARGETING

- Use Google Ads to identify:
- Location-based performance
- Audience demographics
- Device usage
- Feed this data back into SEO for better targeting

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RETARGETING & ENGAGEMENT

- Use Google Ads retargeting to:
- Bring back SEO visitors
- Boost brand recall
- Increase return visitors, which Google considers a ranking signal

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CONCLUSION + RECOMMENDATIONS

- Run ads not just for conversions but to fuel SEO decisions
- Test, analyze, adapt
- Long-term SEO growth + short-term traffic = Winning combo

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